175755-2026 - Competition

France – Advertising and marketing services – RESEAUX SOCIAUX
OJ S 51/2026 13/03/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Aéroports de Lyon
Email: agnes.chollet@lyonaeroports.com
Activity of the contracting entity: Airport-related activities

2. Procedure

2.1. Procedure

Title: RESEAUX SOCIAUX
Description: Expertise en Social Média pour Aéroports de Lyon, couvrant la stratégie de communication Social Média, le community management, modération et l'e-réputation 1/ Missions principales : - Conseiller Aéroports de Lyon dans sa stratégie de communication social média et acquisition - Animer ses différentes communautés online - Assurer la veiller de l'e-reputation d'Aéroports de Lyon et de ses marques - Modérer les réseaux sociaux - Mettre en place un suivi des statistiques et un reporting actif 2/ PSE : Option astreinte (soir de 19h à 8h, week-end et jours fériés)
Procedure identifier: 783c73d4-965a-4ce0-9216-70b39f1f496a
Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Rhône (FRK26)
Country: France

2.1.3. Value

Maximum value of the framework agreement: 1 200 000,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: RESEAUX SOCIAUX
Description: Expertise en Social Média pour Aéroports de Lyon, couvrant la stratégie de communication Social Média, le community management, modération et l'e-réputation 1/ Missions principales : Conseiller Aéroports de Lyon dans sa stratégie de communication social média et acquisition Animer ses différentes communautés online Assurer la veiller de l'e-reputation d'Aéroports de Lyon et de ses marques Modérer les réseaux sociaux Mettre en place un suivi des statistiques et un reporting actif 2/ Missions optionnelles : Option astreinte (soir de 19h à 8h, week-end et jours fériés)

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services
Options:
Description of the options: PSE : Assurer sur demande une astreinte, y compris le soir (de 19h à 8h), le week-end et les jours fériés Cette astreinte pourra notamment être activée en cas de gestion de crise

5.1.2. Place of performance

Country subdivision (NUTS): Rhône (FRK26)
Country: France

5.1.3. Estimated duration

Duration: 3 Years

5.1.4. Renewal

Maximum renewals: 3
Other information about renewals: 3 fois 1 an

5.1.6. General information

Reserved participation:
Participation is not reserved.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document
Information about the second stage of a two-stage procedure:
Maximum number of candidates to be invited for the second stage of the procedure: 5
The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: https://lyonaeroports.e-marchespublics.com

5.1.12. Terms of procurement

Terms of submission:
Electronic submission: Required
Address for submission: https://lyonaeroports.e-marchespublics.com
Languages in which tenders or requests to participate may be submitted: French
Electronic catalogue: Not allowed
Variants: Not allowed
Deadline for receipt of requests to participate: 26/03/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time
Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Conditions relating to the performance of the contract: Le Contrat prend la forme d'un accord-cadre mono-attributaire ; il donne lieu à l'émission de bons de commande conformément aux dispositions de l'article R2162-2 du CCP.
Legal form that must be taken by a group of tenderers that is awarded a contract: Le groupement prendra la forme d'un groupement solidaire.
Financial arrangement: Budget propre

5.1.15. Techniques

Framework agreement:
Framework agreement, without reopening of competition
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal judiciaire de Lyon
Information about review deadlines: - référé précontractuel : pendant le délai de standstill - référé contractuel : 15 jours après la notification du contrat - recours de plein contentieux : 2 mois à partir de la notification
Organisation providing additional information about the procurement procedure: Aéroports de Lyon
Organisation providing more information on the review procedures: Tribunal judiciaire de Lyon

8. Organisations

8.1. ORG-0001

Official name: Aéroports de Lyon
Registration number: 493425136
Postal address: bp113
Town: Lyon
Postcode: 69125
Country subdivision (NUTS): Rhône (FRK26)
Country: France
Email: agnes.chollet@lyonaeroports.com
Telephone: +33 601026001
Internet address: https://www.lyonaeroports.com/
Buyer profile: https://lyonaeroports.e-marchespublics.com
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Tribunal judiciaire de Lyon
Registration number: 17690111400403
Town: Lyon
Postcode: 69003
Country subdivision (NUTS): Rhône (FRK26)
Country: France
Roles of this organisation:
Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS
Registration number: 45072478600030
Town: Paris
Postcode: 75015
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: contact@dematis.com
Telephone: +33 172365548
Internet address: www.dematis.com
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: ad952d5c-1d7c-4dea-b725-5549b36624b4 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 17
Notice dispatch date: 11/03/2026 18:00:03 (UTC+01:00) Central European Time, Western European Summer Time
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